



Dear State Health Official:

On behalf of all of CDC, I want to welcome you to your new role as a leader in public health practice.

CDC's mission is to work across public health and other systems to create the expertise, information, and tools that people and communities need to protect their health. CDC's work in health promotion; prevention of disease, injury and disability; and preparedness for new health threats to ensure health protection and health equity is supported and relies on the efforts of public health practice at the state, tribal, local and territorial levels, as well as globally.

Collaborative execution of priority strategies, focused targets, and public health partnerships can reduce the overall health burden from the nation's leading diseases and disabilities and achieve health equity.

Three critical elements of public health:

- Evidence-based prevention strategies—confirmed through research and practice
- Surveillance—knowing what is happening as it relates to health and developing the capacity to monitor trends and adapt prevention strategies
- Prevention policy—increased capacity to identify and implement effective prevention policies; using policy as a tool to address emerging public health issues

CDC is committed to

- Focusing on high-burden public health priorities (e.g., winnable battles) where evidence-based interventions exist that can be broadly implemented for a large-scale impact on health in a short time period.
- Sharing research and best practices, as well as engaging in collaborative opportunities.
- Building momentum around policies and programs that support better health in all communities.
- Learning how to do more with less and developing cost-saving prevention strategies that maximize health impact.

We have much to do, and I look forward to working with you in achieving these and other public health goals.

Sincerely,

Thomas R. Frieden, MD, MPH
Director, Centers for Disease Control and Prevention
Administrator, Agency for Toxic Substances and Disease Registry